# CALPEEK

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**THE JOHN & BILL SHOW: CRP & CDP OPPOSE PROP. 198 - THE OPEN PRIMARY INITIATIVE.**

Editor's note: This past week CA Republican Party Chair John Herrington and CA Demo Party Chair Bill Press hit the road together, singing the same song: don't vote for Prop. 198 - the Open Primary Initiative. In an "open primary" a voter can vote for any candidate they want, regardless of party. Here's our report & analysis...

...Herrington & Press and their allies are very late in getting this opposition campaign off the ground. But they have formed the Calif. Coalition For Fair Elections (CCFFE), with Orange Co.-based Forde & Mollrich in charge of the NO campaign. At this point they have very limited funding and they trail in all the opinion polls we've seen...

...A Charlton Research poll taken in March 1995 among 600 registered voters showed 63% in favor and 19% opposed to the open primary concept. These attitudes haven't changed that much. A January 1996 Field Poll showed 65% in favor and 24% opposed...

...The NO on 198 battle plan calls for a big slate card operation by both the CDP & CRP; a voter education program, including an effort to win broad news media editorial support; and perhaps some TV, if the money is there. The key arguments against 198 is that it increases the power of special interest groups and invites political manipulation of the primary system...

...YES on 198, known as Californians for An Open Primary, has a big jump on the NO side. They've got $100,000 cash-on-hand and have hired consultant Tom Shepard of Campaign Strategies to direct their effort. YES on 198 sources say they have a good shot because voters are tired of the partisan bickering and political gridlock, caused in part by a primary system which tries to exclude the centrist position. And indeed, there are some who call Prop. 198 *The Revenge of the Moderates*. In fact, there are those who say that if 198 is approved, it will have a dramatic impact on the CA GOP because it could ***shift power*** from hardline conservatives to moderates. Others disagree...

...As for CDP Chair Press, he prefers to call Prop. 198 *Campbell's Revenge* --- the Campbell being new U.S. Rep. Tom Campbell(R-Palo Alto), who along with industrialist David Packard, raised half of the $464,000 that was spent on the qualification drive. Press says Campbell wants this initiative to win so that he can again run for the U.S. Senate in 1998. Had the open primary been law when Campbell ran unsuccessfully for the U.S. Senate in 1992, there are some who think that with cross-over, moderate Demo votes, Campbell might have won the GOP nomination --- and then gone on to defeat U.S. Sen. Barbara Boxer(D). She narrowly defeated conservative Bruce Herschensohn. CRP Chair Herrington didn't say a thing during this part of the news conference. Stay tuned...

**3 SPECIAL ELECTIONS ALSO SET FOR MAR. 26TH.**

Editor's note: There are 3 vacancies which have to be filled by voters on Mar. 26th. The vacancies are due to the elections of Assemblyman Willie Brown(D) as Mayor of S.F. and State Sen. Tom Campbell(R) as the 15th C.D.'s new congressman. The third vacancy is in the 37th C.D., where former Congressman Walter Tucker III(D-Compton) resigned his seat after being convicted of political corruption. Here's our update and analysis...

● **13th A.D.** - S.F. Co. Sup. Carole Migden(D) is unopposed in the Mar. 26th special election to fill Brown's 13th A.D. post. This means that as soon as the election is certified, Migden can be sworn in as the 38th Demo in the Assembly. There is a GOP candi-


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date, Vera Karamardian, who is the executive director of the S.F. Co. GOP Central Cmt., but she did not file for the special. If her papers are in order, she will face Migden Nov. 5th. Migden is a slam dunk winner in this heavy Demo district...

◆ **11th S.D.** - Of the three specials, this is the one most will be watching because sources predict a multi-million dollar campaign on both sides. Why? ***Control of the State Senate***. When Campbell was elected to Norm Mineta's 15th C.D. in December, his departure from his 11th S.D. post left Senate President Pro Tem Bill Lockyer(D) with an excellent chance to win a seat that was expected to stay in GOP hands --- had Campbell remained. But it won't be a slam dunk for either side. The 11th S.D. has a 45.26% Demo registration vs. 37.88% GOP registration...

...On the Demo side, Lockyer has recruited popular Assemblyman Byron Sher(D-Palo Alto), perhaps one of the smartest lawmakers in Sacto who sports an environmental record second to none. He's been in the Assembly since 1980 and before that was Mayor of Palo Alto. Sher will face Gov. Pete Wilson's Bay Area Policy Director, 30-year-old Patrick Shannon. Early polling by the Demos suggests that Sher has a solid shot at winning this seat and indeed, Shannon is almost totally unknown. Sher has excellent name ID in his own 21st A.D. and good name ID in the neighboring 24th A.D. Shannon has hired consultant Ron Smith and the Sacto firm of McNally-Temple; plus Charlton Research for polling. Sher has hired Townsend, Hermocillo et al, plus Jim Moore for polling and Toni Roberts on fundraising. OUTLOOK: a low voter turnout favors Shannon, but Sher has the name ID. A toss up for now. Since no one else filed for the special, the winner goes to Sacto to fill out the remainder of Campbell's term...

◆ **37th C.D.** - At deadline time, there were nine(9) Demos in this special election --- and no GOPers or candidates from other parties in the **special**. There is a Reform Party candidate (Michael Mitoma - pending); two GOPers (Michael Voetee and Marvin Jackson - pending); plus Libertarian Guy Leroy Wilson - pending. But these candidates are in the regular primary, not the special --- so the Demo winner goes to D.C. as soon as the election is certified. Most sources agree that there are only two candidates in the *top tier*: Assemblymembers Juanita McDonald and Willard Murray. The *second tier* consists of Compton Mayor Omar Bradley, Lynwood Councilman Paul Richards, Compton City Clerk Charles Davis and Walter Tucker's wife, Robin. The other Demos are not considered serious, although they may draw votes from top and second tier candidates. McDonald has hired consultant Richie Ross, while Murray is using Michael Berman as his consultant. In terms of support, Murray's key endorsements are from U.S. Reps. Maxine Waters, Julian Dixon, Marty Martinez and Lucille Roybal-Allard. He also has backing from Vic Fazio plus Henry Waxman & Howard Berman. These Demo congressmen could help Murray in raising Federal PAC dollars. And Murray is on most all of the key slates. Still, CALPEEK has learned never to underestimate McDonald. OUTLOOK: a very slight edge to Murray. Stay tuned...

**CA INITIATIVE UPDATE: 4 MORE MEASURES GET OK TO CIRCULATE — INCLUDING GAMING INITIATIVE.**

Editor's note: There are now 36 initiatives circulating around the State trying to qualify for the Nov. 5th ballot. Deadline for turning in petitions is April 19th. Constitutional amendments need 693,230 valid signatures, while statutes require 433,269. Here's our update...

■ **Top income tax brackets. Continuation. Revenue to local agencies** is the official title. The proponents are Lenny Goldberg & Roy Ulrich of Calif. Tax Reform Assn. This measure would keep in place the highest tax rates of 10% and 11% for taxable income over $100,000 and $200,000. Statute. Deadline is June 7. Contact: ☎(916)446-4300. Goldberg has a good record of qualifying initiatives, but time & money are a factor here...

■ **Education. Four district pilot program. Advancement by test. Vouchers for private schools** is the official title. The sponsor is David Barulich of the Back to Basics Cmt. in L.A. The pilot programs in this measure would be in L.A., San Diego, Oakland and Fresno. Statute. Deadline is June 14. Contact: ☎ (213)257-1827...

■ **Taxation. Property subject to assessment** is the official title. The proponent is Bennie C. Rushing of Sacto. Under his proposal, only tangible property is taxable. Const. Amendment. Deadline is June 19...

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■ **Gambling. Legalization, regulation, taxation** is the official title, but this measure is more often called *The Gaming Control Act of 1996*. The measure is sponsored by developer Mark Bragg. This initiative would allow slot machines at Bragg's Palm Spring card clubs and also establishes a Gaming Control Commission. The official proponent is James A. Taylor. Const. Amendment. Deadline is June 19. Contact: ☎ (916)444-8080...

...FYI: Funding for the initiative drive for the Gaming Control Act is still very much up in the air, according to our sources. The CA/NV Indian Gaming Assn. has decided to still neutral for now. Ditto from most of the existing card clubs, even though there are some sweetheart provisions in this initiative aimed at attracting them to this measure (such as house-backed Jackpot Poker Tournaments). And still no word from either Hollywood Park or DeBartolo Entertainment as to their interest in helping get this measure on the ballot. Bragg had originally filed three(3) measures, but this is the only one he will circulate. Stay tuned...

**L.A. DA's RACE: GARCETTI HAS A MONSTER LEAD IN FUNDRAISING. ARE HIS RIVALS COMPETITIVE???**
Editor's note: Incumbent L.A. Co. DA Gil Garcetti has a huge lead over his rivals in the campaign fundraising department. Here is our update & analysis...

...Only two(2) of Garcetti's primary opponents were in double digits in their campaign reports: Dep. DA Malcolm Jordan, who raised $336,215 (w/$177,913 cash-on-hand); and attorney Harold Greenberg, who raised $69,850 (w/$3,394 c-o-h)...

...Dep. DA John Lynch raised only $7,273 (w/$4,836 c-o-h), but within the past several days has hired savvy campaign fundraiser Irene Tritschler to help out. She has already set up 6 fundraisers. Steven Zand raised $8,600 (w/$1,143 c-o-h), while Dep. DA Sterling Norris didn't file a report - meaning he didn't raise much money at all. And where is Garcetti? His total contributions are $724,381, with $944,881 cash-on-hand...

...What does this mean? Garcetti will be reelected UNLESS his rivals can collectively raise and spend $650,000. That's about the minimum necessary to buy TV and to be on enough slates to have an impact. Norris, Lynch and Jordan all have good ballot titles, but that's not enough. With a low voter turnout expected, and the L.A. news media doing their usual thing of ignoring the election until the last 10 days, it will take a large ***paid media*** effort to force Garcetti into runoff...

...Of the six rivals, only Jordan and Greenberg paid to have a ballot statement inserted into the election materials which will go out to all county voters. Why Garcetti did not do a ballot statement (especially since he has the money) is a mystery. An even greater mystery is why Garcetti's team did not challenge Jordan's statement --- which CALPEEK sources describe as a ***major attack*** on Garcetti's record these past 4 years. It's too late now. Do voters read these statements? YES they do. Stay tuned...

**COUNTY INITIATIVES: MORE LOCAL MEASURES.**
Editor's note: Here is Part II in a continuing series of brief updates about hot local ballot measures...

☒ Measures L & M - San Bernardino - These two initiatives could be the *most controversial* local ballot measures in the March 26th election cycle. The wording of "L" proposes that there be a "buffer space between large solid waste landfills and significant water resources." What's this all about? Waste Management, Inc., a large landfill/trash collection firm, wants to haul trash from L.A. Co. to San Berdu via Santa Fe Rail and dump it in a landfill 100 miles east of the city of San Bernardino. They call their project: Rail Cycle. A YES vote might kill this project. Cadiz Land Development Co. hired consultant Richie Ross to run the YES campaign. Cadiz owns ag land close to the proposed Rail Cycle project. Now here's where things get complicated. Measure M would allow the county to impose a business license fee (estimated at $28 million over 7 years) from the owners of Rail Cycle and other potential landfill operators. In other words, it's part of the funding mechanism which would allow this landfill project to move forward. Ross is working the NO side on this one. Lots of money is at stake. No word yet on who is going to handle the NO on L & YES on M campaign, but early polling was done by Fairbank Maslin Maullin...

☒ Measure B - San Francisco - Just a brief update on the campaign team handling YES on B --- the new baseball stadium proposal for the S.F. Giants. Jack Davis is the lead consultant, with Paul Kinney handling TV and Terris & Jaye doing mail...

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**CALPEEK'S '96 DIRECTORY OF CAMPAIGN CONSULTANTS**
The new 1995-96 (5th edition) of CALPEEEK's Directory of Campaign Consultants is still for sale. Checks and VISA/Mastercard only - **no invoicing**. Cost for CALPEEK subscribers is $15. For non-subscribers: $50. Make checks payable to CALPEEK or Calif. Political Week and send with your name & address to: P.O. Box 1468, Beverly Hills, CA 90213. You can **FAX** a credit card payment to (310)657-4340...

**CALPEEK's INFOBAHN: POLITICAL SHORT TAKES.**
Editor's note: Here are a few political items worth noting...

☐ **Is Her Check In The Mail?** - By a 4-1 vote on Jan. 23rd, the Orange Co. Bd. of Supes authorized the County Counsel to send a bill to Laurie Campbell for the costs incurred in reprinting election/ballot materials after Mrs. Campbell was tossed off the 67th A.D. recall ballot by a judge. Campbell was tossed off the ballot when it was discovered that she was not the circulator of her nominating petitions. The lone vote against this action was cast by Sup. Jim Silva. Silva urged his colleagues to wait until after O.C. DA Mike Capizzi finishes with his investigation of this whole 67th A.D. recall mess and allegations of political dirty tricks before taking this action. Question: should Mrs. Campbell not pay, could the county counsel seek payment from those individuals who talked Mrs. Campbell into running in the 67th A.D. recall???

☐ **Costa's Primary** - You're going to have a tough time finding campaign consultants, fundraisers, candidates or political journalists who have anything positive to say about CA's earlier-than-usual Mar. 26th primary election. Some are starting to point the finger of blame at State Sen. Jim Costa(D-Fresno), the author of the early presidential primary --- and calling this turkey *The Costa Primary*. CALPEEK sources expect a very low voter turnout on Mar. 26 - with estimates running from 38% to 44%. And fundraising has been very difficult with this early primary. This was a one-time experiment and odds are good that Californians will never mess with an early presidential primary again...

☐ **CRP's Presidential Straw Poll** - Sources at the CA Republican Party say their presidential straw poll is a smashing success. As of Jan. 22, the CRP says they had about 16,000 ballots turned in --- each with a check of at least $25 --- and this off a mailing of 200,000. Another 300,000 straw ballots are already in the mail...

**NEW JOBS, ADDRESSES AND PERSONNEL NOTICES.**
Editor's note: Here are some items to mark down in your notebook...

● A sad note: Former U.S. Congresswoman Barbara Jordan(D-Texas) died Jan. 17 in Austin, TX, of pneumonia. She was 59. R.I.P...

● Campaign/pa consultant Steve Afriat and Russell Blackstone have ended their 10 year partnership. Afriat is President of Afriat Consulting Group, while Blackstone is in the direct mail business in West Hollywood, with Mercury Mailings...

● Godbe Research & Analysis opens an L.A. office at 445 S. Figueroa St., Ste. 2600, L.A. 90071. ☎ (213)624-8863. David Kaefer is in charge...

● Hired: former Assemblyman Burt Margolin, by L.A. County as lobbyist in Sacto & DC. Vote was 4-1, with Sup. Yvonne Burke very much opposed...

**CALPEEK'S MARKETPLACE NETWORK**

● **Assistant Director** - Nat'l non-prof seeks AD in L.A. to coordinate legislation, grassroots support and volunteers. 5 yrs. previous political experience with legislation, lobbying and grassroots organizing required. Bachelor's degree in related field. Cover letter, resume to Director, 10951 W. Pico Blvd., Ste. 100, Los Angeles, CA 90064...

● **Senior Republican Policy** Consultant is leaving the State Assembly after ten years to begin a career of lobbying and consulting. Has experience in all facets of legislation from strategy and tactics to bill analysis to the simple monitoring of legislation. Ability to coordinate legislative activities with political reality. Will be available Feb. 1 for consulting and lobbying opportunities. If interested, please write to: 1014 Eleventh Street, Suite 140, Sacramento, CA 95814. All inquiries, proposals and replies will be carefully considered and immediately responded to...

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